

trialoguestudio
BRANDING | DESIGN | COMMUNICATIONS

Town of Herndon

Brand Development

Brand Strategy Committee Members

Lisa C. Merkel

Mayor

Steve J. DeBenedittis

Former Mayor

Jeff Ball

Booz Allen Hamilton (town resident)

Lena S. Bourgeois

Vice President, Market Solutions,
Equifax (town resident)

Dave Capuano

Vice President, Marketing, Vovici (town resident)

Jackie Franchi

Director of Marketing, Visit Fairfax

Vinay Patel

President, Fairbrook Hotels (HHA)

Sean Regan

Managing Director, Regan Associates (town resident)

Cynthia L. Sterling

Assistant VP, Cardinal Bank (HCC)

Anne Curtis

Staff Liaison

Herndon is a...

Next Generation Small Town

A next generation small town pulses on the edge of Fairfax County.
Turn off the highway and find yourself in a place that welcomes
innovators, risk-takers, history seekers and family-keepers.

This is where the roots of history help to grow the ideas of tomorrow.

Herndon is...

focused, open, caring

focused

We are focused on where we are going.

We are focused on encouraging independent businesses to thrive.

We are focused on innovation.

We are an authentic small community on the Dulles Corridor.

open

We are open for business.

We are open to new ideas.

We are open to feedback.

We are open to the outdoors.

We believe in **open and transparent** government.

We are open and accessible.

We are open to connections.

caring

We care about inspiring our community.

We care about protecting our environment.

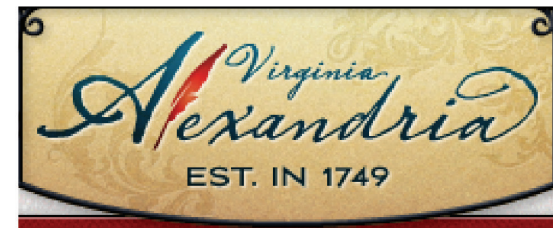
We care about integrating new ideas.

We care about how our history serves our future.

Town of Herndon

Comparative Jurisdictions

Comparative Jurisdictions



CITY OF FALLS CHURCH

* No logo could be found for Sterling, VA

Town of Herndon

The Wordmark

TOWN OF
Hernndon
VIRGINIA

TOWN OF
Herrndon
VIRGINIA

Herndon
VIRGINIA

TOWN OF
Herndon

Herndon

Town of Herndon

It's "on"

Potential Headlines/Taglines/Cutlines

IT'S **on**

general events/activities

ROCK **on**

Friday Night Live

TRY **on**

retail

LUNCH IS **on**

pop-up restaurant event

on POINT

business or government collateral

on VIEW

exhibit

Additional Ideas

come on in: welcoming/community service organizations

on track: Metro development

on the table: restaurant week

spot on cafe: train depot incubated cafe

coffee's on: incubate cafe

on now: events

on board: approvals

dream on: incubator/innovation projects

work on: public works projects

on time: rallying around completion of projects

on the tee: golf course

game on: parks and recreation

ride on: bike path

play on: parks and recreation

think on: education

on trial: pop-up retail

now on: community cultural events

on task: business and government messaging

on your side: Herndon Police/Fire

read on: library

online: technology

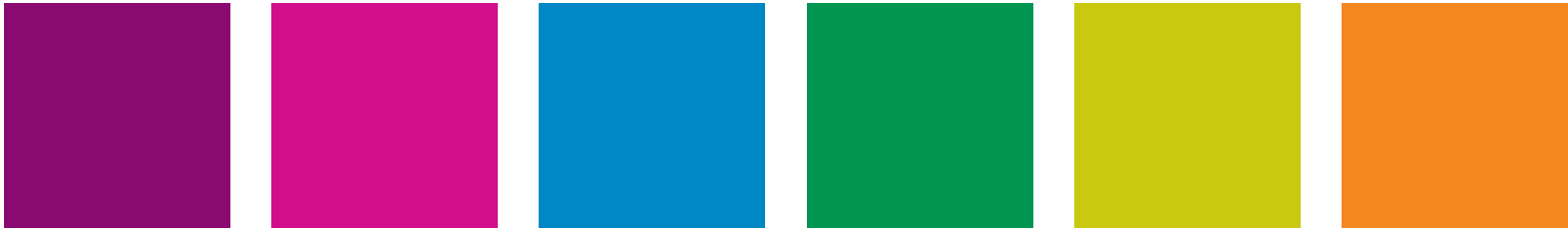
Town of Herndon

Color

MASTER COLORS



ALTERNATE COLORS

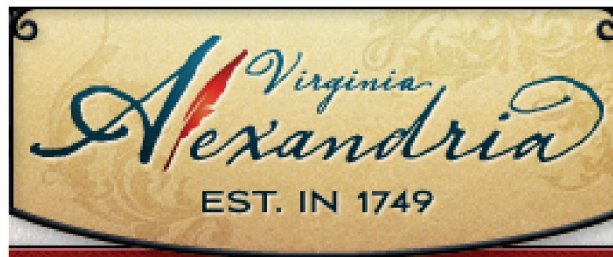


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Town of Herndon

Marketing Strategy

Objective

The purpose of developing the new Town positioning, logo and “on” visual signature is to provide the Town and its marketing partners with a compelling, creative concept around which they can collaborate and focus their efforts to signal positive change, change perceptions, and attract more businesses, homeowners and developers to the Town.

Crowdsourcing

Crowdsourcing asks consumers to contribute to a marketing initiative in exchange for a reward given directly from the brand. The collective interest it gathers can increase brand awareness, brand interaction, and sales. Brands spend enormous amounts of money to get people to like them, but with crowdsourcing your marketing can allow consumers to tell you exactly what will make them fans of your brand, which will create much more word of mouth promotion than any other marketing channel.

Incubation

An organization designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services that could include physical space, capital, coaching, common services, and networking connections.

Pop-up

A retail initiative that pops up unannounced, quickly draw in the crowds, and then disappear or morph into something else adding to the retail mix the fresh feel, exclusivity and surprise that galleries, theatres and Cirque du Soleil have been using for years.

Welcoming

The creation of marketing tactics, strategies and organizational behaviors with an intent to signal change and send messages to the public that this is a place that welcomes all...people, businesses, ideas, etc.



September 4, 2012

Lisa C. Merkel
MAYOR

T (703) 555-5555
M (703) 555-5555
Mayor.Lisa@herndon-va.gov

TOWN OF HERNDON
P.O. Box 427
Herndon, VA 20172-0427

Dear Mrs. Jones,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eleifend malesuada mollis. Donec condimentum aliquet enim, eu euismod eros in. Cras porttitor diam vitae risus iaculis malesuada. Suspendisse potenti. Aenean eleifend, nisl vitae ultrices malesuada, mauris mi mollis urna vestibulum sapien nulla non ante. Etiam commodo orci ac dui ornare vestibulum.

Quisque ornare scelerisque dui nec luctus. Phasellus et quam enim tristique arcu. Sed vel gravida ante. Integer ultrices accumsan massa at. Pellentesque vestibulum quam quis elit posuere sed porttitor a la. Nulla eget nisi nibh, eget suscipit dui. Duis sit amet erat risus. Phasellus elit, venenatis a commodo at, accumsan sed tortor. Vestibulum diam convallis in tincidunt quis, tempor luctus nunc. Cras in sem magna sem eros, ullamcorper vitae pretium sit amet, vehicula a justo. In tincidunt tasse platea dictumst. Aliquam sit amet purus enim.

Proin sem leo, convallis quis iaculis eu, tempus non sapien. Ut augue suscipit non convallis ut, vulputate sed dui. Donec auctor eros at arcu iaculis posuere. Donec sit amet nulla leo. Proin tristique velit non nibh viverra pretium. Vivamus interdum, risus eu tempus sodales, mi leo vehicula nunc, id lacinia odio nisi sed velit. Vivamus pulvinar ligula mollis velit facilisis vel viverra enim ornare. Cras varius ipsum eget quam ullamcorper vel vulputate est condimentum. Nullam imperdiet, felis sit amet tristique mollis, justo mauris bibendum mauris, sodales ullamcorper enim enim et justo.



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MAYOR

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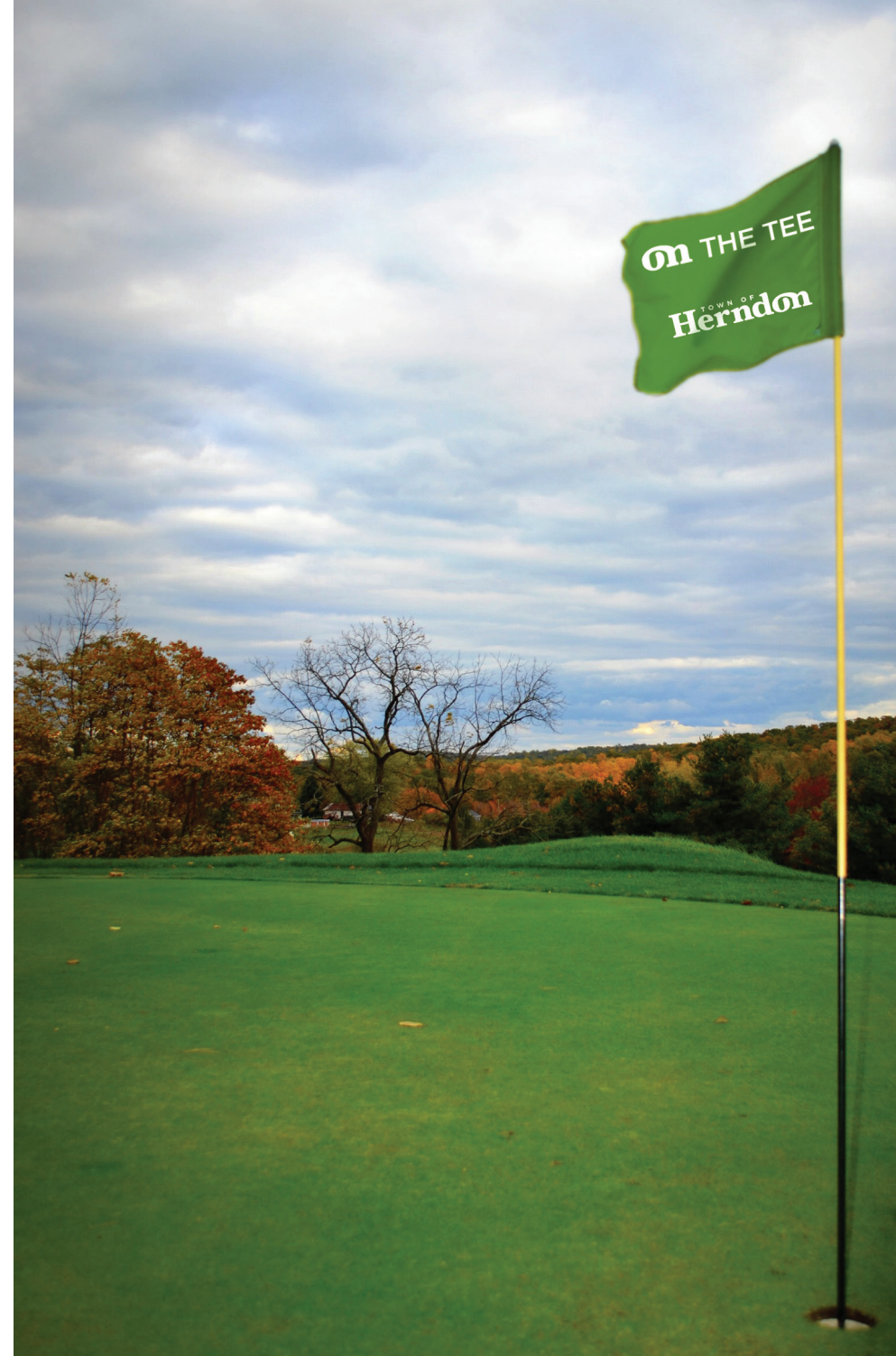














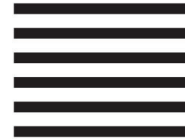
SAVE THE DATE
— for the —
HERNDON FESTIVAL
May 30 - June 02, 2013

The Herndon Festival was again voted #1 by *FAMILY Magazine* readers. The Festival won in the category of 'Best Festival or Celebration for Families' in Washington *FAMILY Magazine*'s annual Best for Families survey.

Be sure not to miss out!

TOWN OF
Herndon

NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES



TOWN OF
Herndon



TURN IT “ON”	<ul style="list-style-type: none"> • Work session with Town agency/ department heads to identify one or more key applications to “turn on” • Launch event with Mayor to turn it “on”
CREATIVE COLLATERAL	<ul style="list-style-type: none"> • Stationary suite • Web re-skin • E-Communications template • Printed matter
COMPELLING SIGNAGE	<ul style="list-style-type: none"> • Welcome signs • Street banners • Storefront/ Other signs
POWERFUL EVENTS & PROMOTIONS	<ul style="list-style-type: none"> • Rebranding of Signature Event Series • Co-produce Lunch’s On (Launch of Restaurant Week) • Co-produce pop-up exhibits • Support retail or technology startup incubation
RESEARCH	Annual tracking research to determine shift in awareness and perception of Town

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